



# **Anderson Electrical Trade**

Brand guidelines

# The logo

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**Anderson**



The Crown



The Wordmark



The Crown

# Colour Variations

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 #F2561D

 #0D0D0D



 #F2561D

 #333280



 #0D0D0D

# Format Variations

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- Full logo
- Use anywhere
- Always priority



- Missing Arch
- Space consideration
- Rare use




- In-line format
- Small use
- Documentation

# Single Colour

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 #F2561D



 #333280



 #0D0D0D

# Exclusion Zone

---



Guidelines



YES



NO

# Small Use

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03/08/2017

To whom it may concern,

I found Brian Mock by contacting a friend who is an IT professor at Mt. Aloysius. I asked him who his best senior was, as I was looking for an intern. He emailed me back Brian's contact information, saying he was the smartest he has, and would be a perfect fit at our company. He was correct.

In just the first week Brian was up and running, and picked up on all our processes/procedures very quickly. Brian is also very technical, as I was able to assign him non-typical cases and he'd be able to find solutions and fix the problem. It is nice knowing I could just assign a case to him and it would be taken care of, correctly, and quickly.

Brian also worked on our management system, Kaseya, and seemed to master that in no time at all. He was soon developing scripts that we could use to further enhance our services. When speaking to clients, I received positive feedback on his performance, and just last week, a client told me how great he was to work with.

Please accept this as my recommendation for Brian Mock, and please don't hesitate to contact me with any questions.

President

Anderson Electrical Trade



03/08/2017

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President

Anderson Electrical Trade



# Misuse

---

YES



YES



YES



NO

Anderson



NO

Anderson



NO





## Headings

### Montserrat Black

**abcdefghijklmnopqrstuvwxy z ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.:; ' " (!?) +-\*/=**

## Content

### Montserrat

abcdefghijklmnopqrstuvwxy z ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.:; ' " (!?) +-\*/=

**End.**